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1962



COKER'S PEDIGREED SEED CO.

The South's Foremost Seed Breeders

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1962

MOREGRAIN, the Oat for the South



Note the heads well-filled with plump grains, and the uniformity of type in this field of Coker's Moregrain oats. Shown in the picture, left, are Bill Howle, production manager, and J. W. Talbert, vice president in charge of sales.

VARIETY TEST STUDIES SHOW MOREGRAIN A TOP-YIELDER

Moregrain's high-yielding ability, as compared with other varieties, is proved in varietal studies conducted in our own and in Experiment Station tests throughout the oat-producing South.

In test results reported below, Moregrain was listed among 12 varieties in the 1960-61 Uniform Southern Winter Oat Ex-

periment at the Coastal Plain Experiment Station, Tifton, Ga.

As will be noted, Moregrain ranked first in yield with 122.5 bushels per acre, combined with a high rating in forage value.

Moregrain is a consistent high yielder for both forage and grain in such tests. Farmer reports bear out these results in all the areas of Moregrain's adaptation.

UNIFORM SOUTHERN WINTER OAT EXPERIMENT, Tifton, Georgia, 1960-61

Yield Rank	Variety	C. I. No.	Forage		Date Headed	Height In.	Test Weight	Yield Bu. Per Acre
			Fall	Spring				
1	Moregrain	7229	105	95	4/5	43	32.5	122.5
2	Suregrain	7155	100	110	4/6	45	34.0	115.4
3	Radar 1	7339	105	110	4/5	49	32.0	110.3
4	Radar 2	7340	110	115	4/3	50	31.5	101.7
5	AB-110	7148	115	115	4/7	60	32.5	84.4
6	Victorgrain 48-93	7125	105	105	4/8	53	32.0	79.5
7	Floriland	6588	100	90	3/25	51	27.5	77.7
8	Florad: Ab-180	7420	110	115	3/24	52	31.5	75.3
9	Appler (check)	1815	100	100	4/18	53	27.0	72.8
10	Red Rustproof #14 (check)	4876	100	100	4/18	53	27.5	72.2
11	Alamo	5371	100	95	4/3	44	31.0	67.0
12	Arlington	4657	100	95	4/11	56	28.5	34.7

Growers Like It . . .

EXCELLENT HAY-MAKER

We cut around 100 acres of Moregrain for hay . . . an excellent hay-making oat . . . not too tall . . . excellent standability for combining . . . good grain yield.

J. C. Webb, Marion, Ala.

HIGH YIELD

My certified Moregrain yielded 80 bushels per acre after grazing them for three months. It is an easy oat to combine.

Claude N. Buchanan, Huntsville, Ala.

HEAVY TEST WEIGHT

This year my Moregrain yielded right at 60 bushels per acre under drouthy conditions. The test-weight always runs heavy.

Aubrey Boone, Prattville, Ala.

BEST OATS

Moregrain is the best oats we have ever planted.

George and Roy Daniel, Americus, Ga.

STAND WELL

Moregrain oats are tops for me because they yield good, stand well, combine well, and the test weight is real good.

Charles Payne, Americus, Ga.

DESCRIPTION

PLANT: About 4 inches shorter than Victorgrain; semi-winter type; vigorous, rapid growing; recovers readily from grazing.

DISEASE RESISTANCE: Resistant to 2 of the 3 prevalent races of smut; resistant to Victoria blight (*Helminthosporium*); resistant to most common races of crown rust; resistant to soil-borne mosaic and to mildew; relatively resistant to "yellow leaf".

STRAW: Moderately stiff; combines exceptionally well.

GRAIN: Two-four pounds higher in test weight than Victorgrain, slightly darker red in color and some shorter.

MATURITY: Early.

PRODUCTION: Top producer in tests and in farmer plantings across the South.

UNIFORMITY: Entirely satisfactory and adequate. Some slight variations may occur in plant height and maturity date since Moregrain was developed recently of hybrid origin.

PRICES

Coker's Registered Seed

1 to 16 bushels	\$3.75 per bushel
16 to 48 bushels	\$3.65 per bushel
48 bushels and up	\$3.50 per bushel

All seed oats bagged in 3 or 4-bushel bags containing 96 lbs. or 128 lbs. per bag, and are treated with ceresan.

MOREGRAIN

... Excellent for Grazing

The superior value of Moregrain for grazing as compared with other commercial varieties is one of its outstanding features.

In tests conducted by the Agricultural Experiment Station of Auburn University, Moregrain led all competing varieties in Northern Alabama in the five-year average of forage from clipped plots, 1957-61, with 963 pounds per acre. Its closest competitor was 929 pounds per acre.

LED ALL VARIETIES

In the same tests, Moregrain led all competing varieties in total feed production in the three-year averages from 1959-61, with 3,884 pounds per acre of forage plus grain, surpassing its nearest competitor by 319 pounds per acre.

Number of tests involved in these tests was 19 for the five-year average, and 11 for the three-year.

CENTRAL ALABAMA

In Central Alabama, Moregrain led in the five-year average, 1957-61, with 1,903 pounds per acre of forage in 25 tests. Its nearest competitor was 1,832 pounds per acre.

In the three-year total average of grain plus forage from 1959-61, involving 11 tests in Central Alabama, Moregrain topped all competing varieties with 4,588 pounds per acre in 11 tests, as compared with 4,293 pounds per acre for its nearest competitor.

In Southern Alabama, Moregrain led the five-year average of forage, 1957-61, with 1,574 pounds of forage per acre.

For verification, see 1961 Small Grain Variety Report, Agricultural Experiment Station, Auburn University, Table 1.

IMPORTANT NOTE

While Moregrain is resistant to all common races of crown rust and is resistant to or highly tolerant of even newly introduced races, we must face the fact that new races of rust constantly threaten all oat varieties and no commercial variety now known can be guaranteed to be resistant to newer races that could be introduced in the future.



COKER'S PEDIGREED

MOREGRAIN



★ **GOOD FOR GRAZING**

★ **GOOD FOR GRAIN**

1962 Breeder's Registered Seed

